

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Products 2 Retail, Inc.		07/21/2010	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Idaho Potato Commission		
<b>Street Address:</b>	661 South Rivershore Lane, P.O. Box 1670		
<b>Internal Address:</b>	Suite 230		
<b>City:</b>	Eagle		
<b>State/Country:</b>	IDAHO		
<b>Postal Code:</b>	83616		
<b>Entity Type:</b>	STATE AGENCY: IDAHO		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3717211	IDAHO'S MICROWAVE TATER BAKER	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(202)955-5564		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-663-7271		
Email:	thomas.brooke@hklaw.com, courtland.long@hklaw.com, ptcketing@hklaw.com		
Correspondent Name:	Thomas W. Brooke		
Address Line 1:	2099 Pennsylvania Avenue, NW		
Address Line 2:	Suite 100		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006		
ATTORNEY DOCKET NUMBER:	080639.00001		
NAME OF SUBMITTER:	Thomas W. Brooke		
Signature:	/thomas w. brooke/		

OP \$40.00 3717211

Date:

07/28/2010

Total Attachments: 2

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**TRADEMARK ASSIGNMENT**

**WHEREAS** PRODUCTS 2 RETAIL, INC, a New York corporation, the full post office address of whose principal office of place of business is 34 Kimberly Drive, West Hampton, New York, 11977 (hereinafter referred to as the "**Assignor**"), is the owner of all rights, title and interest in the United States trademark identified and set forth in Schedule "A" attached hereto (hereinafter referred to as the "**Trademark**");

**WHEREAS** IDAHO POTATO COMMISSION, an agency of the State of Idaho, the full post office address of whose principal office of place of business is Post Office Box 1670, 661 South Rivershore Lane, Suite 230, Eagle, Idaho 83616 (hereinafter referred to as the "**Assignee**"), wishes to acquire all of Assignor's rights, title and interest in the Trademark, including the right to sue for past and future infringement thereof.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee, all of its rights, title and interest in the Trademark, including divisions, continuations, continuations-in-part, renewals, re-examinations, reissues, and extensions thereof, any other applications or trademarks claiming priority from the Trademark, and any and all trademark that any issue on any of the foregoing, and all rights to sue for past and future infringement thereof, to be held and enjoyed by Assignee as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made. Assignor further agrees, without further consideration, to take such further action and execute such further assignment and other lawful documents as Assignee may reasonably request to effectuate fully this Assignment.

Assignor authorizes and requests the Commissioner of Trademarks to record Assignee as the assignee and owner of all rights, title and interest in the Trademark.

**IN WITNESS WHEREOF**, the Assignor and Assignee have caused this Assignment to be signed and executed by the undersigned officers duly authorized this 21<sup>st</sup> day of July, 2010.

**PRODUCTS 2 RETAIL, INC.**

By: \_\_\_\_\_

Jeffery Elson

(type or print name of signer)

Title: President

Date: 7/31/10

**IDAHO POTATO COMMISSION, INC.**

By: \_\_\_\_\_

Patrick J. Kole

(type or print name of signer)

**SCHEDULE "A"**

<b>Trademark</b>	<b>Serial Number</b>	<b>Registration Number</b>
IDAHO'S MICROWAVE TATER BAKER	76696668	3717211

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